

DOCUMENTED CASE STUDY · OPERATING HOTEL

How Santosa Hotel aligned its digital presence and guest operations.

Santosa Hotel · Phuket, Thailand

OTA presentation, room photography, channel distribution, guest communication and PMS workflows, documented through work carried out on a live property.



PROJECT CONTEXT

A live property I manage directly.

Santosa Hotel is not an external client. Francesco Serra directly manages its digital and operational work. Everything documented here comes from a bookable hotel: live listings, real inventory and real guests arriving after reception hours.



STANDARD SEA VIEW. ONE OF FIVE ROOM TYPES IN THE WORKING ARCHIVE.

PROPERTY	Santosa Hotel Boutique hotel and wellness property, Kata Beach, Phuket.
TYPE	Independent, multi-channel, sold through three OTAs and its own website.
MY ROLE	Direct responsibility for OTA setup, room mapping, rates, listing content, photo selection, guest communication and Sirvoy workflows.
DOCUMENTATION	Work personally managed. AI tools were used selectively for visual and content production and disclosed where relevant.

EVIDENCE STANDARD

APPLIES TO EVERY PAGE

No fabricated before-and-after results. No unsupported revenue, occupancy or conversion claims. Evidence behind an extranet login is identified rather than presented as publicly verifiable. No guest personal data appears anywhere in this document.

DISTRIBUTION

Three OTAs, one operational inventory.

Room types must be mapped once and remain consistent everywhere. This is where independent properties can quietly lose availability.

Property page score

✓ Upload at least 24 photos
Done!

Add more photos

✓ Make sure all of your photos are high quality
Done!

Replace low quality photos

✓ Add or tag a photo of your swimming pool
Done!

Upload or tag photos

✓ Add or tag a photo of your restaurant
Done!

Upload or tag photos

✓ Add or tag a photo of your property's exterior
Done!

Upload or tag photos

✓ Add the languages spoken by your staff
Done!

Add languages

Property page score

This indicates how much your Booking.com property page appeals to potential guests based on the information and photos you add.

Great work! 100%

What's the difference between your room types? New

Sell more expensive rooms when you highlight the difference between room types

Adjust room information

BOOKING.COM EXTRANET. PROPERTY PAGE SCORE AT 100%.

COMPLETED

All seven content requirements completed: photo count and quality, pool, restaurant and exterior images, staff languages, and four images per room type.

EVIDENCE

This screen sits behind an extranet login and cannot be verified from the public web.

WHY IT MATTERS

A complete page is not a performance claim. It is a prerequisite: a channel cannot rank, filter or surface information that has not been supplied.

ROOM TYPES MAPPED	PER CHANNEL
Booking.com	4 ROOM TYPES
Agoda	3 ROOM TYPES
Airbnb	2 ROOM TYPES
Counts differ by design. Each OTA carries the categories suited to its audience rather than a copy of the full rate sheet. Google Hotel Ads is connected at system level and shown on page 6.	

VISUAL MERCHANDISING

An image sequence built around the booking decision.

The working archive contains 36 usable images across five room types. Selecting six in the right order can clarify the booking decision more than adding another thirty.



SIX IMAGES IN SEQUENCE: DESTINATION, ROOM, DIFFERENTIATION, EXTERIOR, KITCHEN, BATHROOM.

01

Lead with destination value

The first image answers "Where am I going?" before it answers "What does the room look like?"

02

Show the complete room

One wide frame lets the guest place the bed, the window and the door. Detail shots come later, never first.

03

Differentiate the room types

Every category needs a lead image that could not belong to another room type. Otherwise the upgrade has no visible reason.

04

Support premium categories

Kitchen, bathroom and living space are what justify a suite. They are often the images missing from the gallery.



THE SAME SEQUENCE AS PUBLISHED. AIRBNB PUBLIC LISTING, SEA-VIEW STANDARD WITH POOL AND GYM, KATA BEACH.

GUEST JOURNEY

Late check-in turned into five clear steps.

Because reception is not staffed overnight, late arrival had to become a clear, repeatable process rather than a warning buried in the conditions.



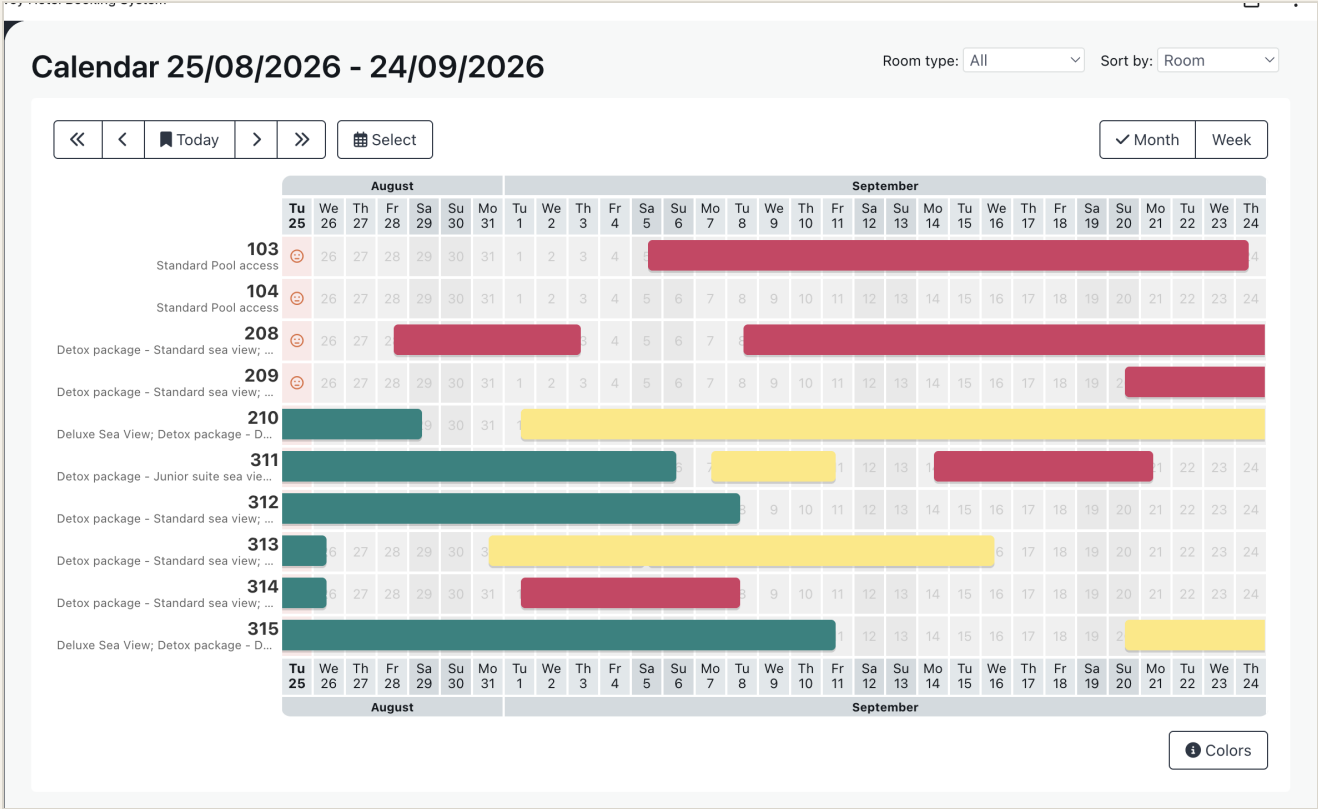
REAL PHOTOGRAPHS	The guest recognises the actual corridor and key box, at night and with luggage.	FALLBACK STATED	A named contact and phone number appear on the same page as the instructions.
ONE ACTION PER STEP	Five steps, five instructions, no branching and nothing to interpret at midnight.	REUSABLE	One asset works for every late arrival instead of a message written from scratch each time.
CODE KEPT APART	The access code is sent separately, so a forwarded document does not expose guest credentials.	OUTCOME	A consistent process for guests and staff without publishing access credentials.

A constraint that is merely disclosed becomes the guest’s problem.
A constraint designed around becomes a repeatable process.

PMS & CHANNELS

One source of truth for availability and room control.

Sirvoy connects room inventory to the sales channels. The availability and room mapping shown to guests depend on this setup being accurate.



ROOM-LEVEL CALENDAR, SIRVOY. GUEST NAMES REMOVED BEFORE PUBLICATION; NO RESERVATION NUMBERS ARE SHOWN.

OPERATING MODEL

- 01 Availability managed at room level, not category level
- 02 Standard, Deluxe and Junior Suite mapped to their channel equivalents
- 03 Rates and availability distributed from one source
- 04 OTA reservations synchronised back automatically
- 05 Operational visibility for front desk and housekeeping

CHANNELS CONNECTED	
Booking.com	CONNECTED
Agoda	CONNECTED
Airbnb	CONNECTED
Google Hotel Ads	CONNECTED

With four live connections, mapping errors become expensive. A room described one way in the PMS and another way on a channel may not trigger an error message; it can create a booking problem that appears only when a guest tries to reserve.

WHAT TRANSFERS

One property. Five lessons that transfer.

A case study is useful only when the reader can recognise their own property in it. These lessons are not specific to Phuket.

01
DISTRIBUTION

Room mapping is an availability problem, not an administrative task

Categories that disagree across channels can remove inventory from search without warning anyone.

02
CONTENT

A complete listing is a prerequisite, not an achievement

Channels cannot rank, filter or present information that has not been supplied.

03
PHOTOGRAPHY

Order beats volume

Thirty-six images add little if the first three do not answer where, what and why upgrade.

04
GUEST JOURNEY

Design around the constraint instead of merely disclosing it

Late arrival, parking, stairs and deposits each need either a repeatable process or a repeated explanation.

05
OPERATIONS

One source, then verify the guest view

The back office being correct is not enough; what matters is what the guest can see publicly.

WHY THE AUDIT EXISTS

This operating experience is what makes it possible to diagnose another property's booking journey from public evidence alone.

AVAILABLE SERVICES

The same discipline, applied to your property.

For independent hotels and short-term rental portfolios that sell through more than one channel.

01

OTA and listing audit

Titles, descriptions, facilities, policies, room mapping and consistency across every channel you sell through.

02

Photo presentation

Cover-image selection, image order, missing-shot priorities and clear differentiation between room types.

03

Guest journey

Pre-arrival, check-in, in-stay, complaint handling and post-stay communication built as reusable assets.

04

PMS and operations

Room mapping, availability workflows, written procedures, handovers and escalation routes.

START WITH THE FREE MINI AUDIT

TWO WORKING DAYS

Send the property name and a public link. Within two working days, you receive three verifiable findings and the single priority to address first. No account access, meeting or commitment is required.

francesco@hotelopspartners.comhotelopspartners.com

Published with the property's knowledge. No guest personal data, reservation numbers or access credentials appear in this document. Screenshots behind an extranet login are identified as such. No performance, revenue or occupancy figures are claimed.